

**WHAT IS CLAIMED IS:**

1. A method of providing services, comprising the steps of:

making service beneficiaries select at least one of  
 5 the frequency and the quantity of advertising to be added to the services provided; and

setting a fee for the provision of services to the service beneficiaries, according to at least one of the frequency and the quantity of advertising selected.

10 2. The method of providing services according to Claim 1, wherein

the fees including free of charge for the services to be provided to the service beneficiaries are set at  
 15 stages, according to at least one of the frequency and the quantity of advertising selected.

3. The method of providing services according to Claim 1, wherein

20 at least one of the frequency and the quantity of advertising selected can be changed during the provision of the services.

4. A computer-readable recording medium recorded with  
 25 a service-providing program, the service-providing program comprising and making a computer execute the steps

of:

making service beneficiaries select at least one of the frequency and the quantity of advertising to be added to the services provided; and

- 5        setting a fee for the provision of services to the service beneficiaries, according to at least one of the frequency and the quantity of advertising selected.

- 10       5.    The computer-readable recording medium recorded with a service-providing program according to Claim 4, wherein the fees including free of charge for the services to be provided to the service beneficiaries are set at stages, according to at least one of the frequency and the quantity of advertising selected.

- 15       6.    The computer-readable recording medium recorded with a service-providing program according to Claim 4, wherein at least one of the frequency and the quantity of advertising selected can be changed during the provision of the services.
- 20

7.    A program-executing apparatus for executing a computer program, the computer program comprising the steps of:

- 25       making service beneficiaries select at least one of the frequency and the quantity of advertising to be added

to the services provided; and

setting a fee for the provision of services to the service beneficiaries, according to at least one of the frequency and the quantity of advertising selected.

5

8. The program-executing apparatus according to Claim 7, wherein

the fees including free of charge for the services to be provided to the service beneficiaries are set at stages, according to at least one of the frequency and the quantity of advertising selected.

10

9. The program-executing apparatus according to Claim 7, wherein

at least one of the frequency and the quantity of advertising selected can be changed during the provision of the services.

15

10. A contents distribution system, comprising:

20

a client terminal unit connected to a predetermined network, and having selecting means for selecting at least one of the frequency and the quantity of advertising to be added to the contents to be distributed; and

a distribution unit having distribution means for distributing the contents added with the advertising corresponding to at least one of the frequency and the

25

quantity selected by the selecting means of the client terminal unit, to the client terminal unit via the predetermined network, and charging means for charging a fee for the contents distributed to the client terminal unit, according to at least one of the frequency and the quantity of advertising selected by the selecting means of the client terminal unit.

11. The contents distribution system according to Claim 10, wherein

the charging means sets the fees including free of charge for the services to be provided at stages, according to at least one of the frequency and the quantity of advertising selected by the selecting means of the client terminal unit.

12. The contents distribution system according to Claim 10, wherein

the client terminal unit has changing means for assigning a change in at least one of the frequency and the quantity of advertising during the reception of the contents, and

the distribution means of the distribution unit adds the advertising according to at least one of the frequency and the quantity changed by the changing means of the client terminal unit, and distributes the contents added with the

advertising to the client terminal unit.

13. A computer-readable recording medium recorded with a contents distribution program, the contents distribution  
5 program comprising and making a computer execute the steps of:

making a client terminal unit connected to a  
predetermined network select at least one of the frequency  
and the quantity of advertising to be added to the contents  
10 to be distributed;

making a distribution unit connected to the  
predetermined network add the advertising corresponding  
to at least one of the frequency and the quantity selected  
by the client terminal unit to the contents, and distribute  
15 the contents added with the advertising to the client  
terminal unit; and

making the distribution unit charge a fee for the  
contents distributed to the client terminal unit,  
according to at least one of the frequency and the quantity  
20 of advertising selected by the client terminal unit.

14. The computer-readable recording medium recorded with  
a contents distribution program according to Claim 13, the  
contents distribution program further comprising and  
25 making a computer execute the step of:

making the distribution unit set fees including free

of charge for the contents at stages, according to at least one of the frequency and the quantity of advertising selected by the client terminal unit.

- 5 15. The computer-readable recording medium recorded with a contents distribution program according to Claim 13, the contents distribution program further comprising and making a computer execute the step of:

10 making the client terminal unit assign a change in at least one of the frequency and the quantity of advertising during the reception of the contents, and

15 making the distribution unit add the advertising according to at least one of the frequency and the quantity changed by the client terminal unit, and distribute the contents added with the advertising to the client terminal unit.

16. A service-providing program, comprising and making a computer execute the steps of:

- 20 making service beneficiaries select at least one of the frequency and the quantity of advertising to be added to the services provided; and

25 setting a fee for the provision of services to the service beneficiaries, according to at least one of the frequency and the quantity of advertising selected.

17. A contents distribution program comprising and making a computer execute the steps of:

making a client terminal unit connected to a predetermined network select at least one of the frequency and the quantity of advertising to be added to the contents to be distributed;

making a distribution unit connected to the predetermined network add the advertising corresponding to at least one of the frequency and the quantity selected by the client terminal unit to the contents, and distribute the contents added with the advertising to the client terminal unit; and

making the distribution unit charge a fee for the contents distributed to the client terminal unit, according to at least one of the frequency and the quantity of advertising selected by the client terminal unit.